There's more to converting your records to microfilm than meets the eye

Find out how to avoid costly mistakes at Aug 81

MICROFILM IN RECORDS MANAGEMENT

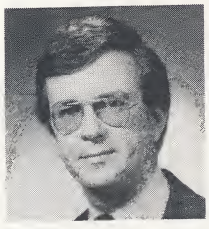
August 12-14/New York
September 15-17/Chicago
October 19-21/Atlanta

Information Systems & Technology Division AMA

Microfilm in Records Management

YOUR COURSE LEADER

ROBERT F. WILLIAMS
President, Cohasset Associates, Inc.,
Chicago, Illinois



Cohasset Associates, Inc. is one of the nation's most respected management consulting firms specializing in micrographics and records management. Under Mr. Williams' direction, Cohasset actively serves users throughout the United States in developing micrographics information systems, interfacing microfilm with data processing, and designing complete records management programs. The firm also evaluates hardware, develops operating procedures and implements source documents and computer output microfilm systems. Mr. Williams is editor of the definitive legal research study *Legality of Microfilm.*

In New York
August 12-14, 1981
AMA Headquarters
Meeting No. 6243JD-52

This 3-day meeting starts Wednesday, 9:30 a.m.; ends Friday, 4:00 p.m.

In Atlanta
October 19-21, 1981
Colony Square Complex
Meeting No. 6243JD-54

This 3-day meeting starts Monday, 9:30 a.m.; ends Wednesday, 4:00 p.m.

In Chicago
September 15-17, 1981
AMA Management Center
Meeting No. 6243JD-53

This 3-day meeting starts Tuesday, 9:30 a.m.; ends Thursday, 4:00 p.m.

Other Sessions	Meeting No.
November 4-6, 1981/New York	6243JD-55
November 16-18, 1981/San Francisco	6243JD-56
December 7-9, 1981/Houston	6243JD-57
January 25-27, 1982/Los Angeles	6243JD-58
February 8-10, 1982/New York	6243JD-59

Who should attend: Records managers – corporate or library; systems analysts in charge of developing micrographic systems operations; management personnel responsible for maintaining micrographic systems; and micrographic supervisory personnel. This course is also valuable to aerospace engineers (particularly for the storage/retrieval of blueprints), librarians, hospital and health care personnel and government personnel in the records management field.

Need additional information on any scheduled sessions? Contact Stuart Moore, Senior Program Director at AMA Headquarters in New York. For details about related in-house versions of this program, contact AMA's In-House Development and Training Division in New York. Both can be reached by calling: (212) 586-8100.

2.2 CEU (Continuing Education Units) awarded for successful completion of this course.

GOVERNMENT, EDUCATION AND HEALTH-CARE MANAGERS:
Send for AMA's NEW Catalog of seminars and training programs designed to meet the *special demands* of public sector management. Check the box on the registration form or call Marilyn Henry (212) 586-8100, ext. 184 for additional information.

Registration Information

IMPORTANT: Always give the complete meeting number and title – plus the **Priority Code** shown on or adjacent to the mailing label on this announcement. This will expedite your registration.

3 Ways to Register Fast

- **PHONE (212) 246-0800.** (Direct Line to Registrar *Only.*) Other calls dial (212) 586-8100.
- **TWX 710-581-6530**
- **COMPLETE AND MAIL THE REGISTRATION CARD**

Registration Fees The full fee is payable in advance and includes the cost of meeting materials.

INDIVIDUAL FEES	AMA Members	Non-members*
Each 3-day Meeting	$575	Add $85

Send Teams At Reduced Fees– During the meeting they'll compare notes and pool thinking on how the ideas and concepts presented relate to your company's specific problems. Back on the job, they'll be able to tackle these problems with a highly coordinated team approach. **The special fees for a company team of three managers attending the same session of a meeting are:**

TEAM FEES	AMA Members	Non-members*
Each 3-day meeting (per person)	$490	Add $85

Note: Other discounts are available for larger groups. For details please contact AMA's Registrar.

***Nonmembers: Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.**

Check Your Confirmation Notice
Occasionally AMA must change the location of a meeting within a city after announcing it. Thus, we urge you to double check the Registration Confirmation Notice you receive to be sure of your exact meeting location. If you have any questions, contact AMA's Registrar in New York **(212) 246-0800.**
NOTE: You can register up to the time of the meeting. However, do not come to a meeting without confirmation. If it has not arrived before the meeting date, contact AMA's Registrar.

What to Do When You Must Cancel Your Registration Confirmed registrations cancelled less than two weeks before the meeting are subject to a $100 service charge. Registrants with confirmed applications who fail to attend are liable for the entire fee unless they contact AMA's Registrar prior to the meeting to cancel.

How to Receive Priority Treatment When You Book Hotel Space
AMA does not arrange hotel accommodations. However, the following hotels will hold a block of rooms up to two weeks before your course starts. To make a reservation, contact the hotel directly. Be sure to act promptly – and mention AMA for preferred treatment.
In Atlanta: Colony Square Hotel (404) 892-6000 (Immediately adjacent to the AMA Management Center – Atlanta).
In Chicago: Marriott Motor Hotel (312) 693-4444 (Immediately adjacent to the AMA Management Center – Chicago, at O'Hare Airport).
In New York: Sheraton Centre (at Seventh Avenue and 52nd St.) (212) 582-6140, and the New York Hilton (at Rockefeller Center) (212) 594-4138.
In Other Locations: Contact the hotel where your AMA courses will be held.
Send for AMA's Catalog of Courses for Developers and Users of Computer Systems. It's FREE!
To receive your copy, check the box on the Registration Card or Write: AMA Headquarters, 135 West 50th St., New York, N.Y. 10020.
Tax Deduction for Educational Expenses
Treasury regulation §1.162-5 permits an income tax deduction for educational expenses (registration fees and cost of travel, meals and lodging) undertaken to: (1) maintain or improve skills required in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition to retention of employment, job status or rate of compensation.
The American Management Associations accepts registrations irrespective of race, sex, color, and national or ethnic origin. This includes but is not limited to admissions, employment and educational services.

Make your hotel and travel reservations early. Rooms are filling fast.

REGISTRATION CARD

American Management Associations
135 West 50th St., New York, N. Y. 10020

Register Fast by Phone

(212) 246-0800. For registering only. Mention the Priority Code shown on or adjacent to the mailing label on this announcement.

All other calls:
(212) 586-8100.

IMPORTANT! To expedite your registration, fill in the **Priority Code** shown on or adjacent to the mailing label on this announcement. ☐☐☐

Please register me for the indicated session of MICROFILM IN RECORDS MANAGEMENT

☐	**August 12-14, 1981/New York**	**6243JD-52**
☐	**September 15-17, 1981/Chicago**	**6243JD-53**
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☐	January 25-27, 1982/Los Angeles	6243JD-58
☐	February 8-10, 1982/New York	6243JD-59

Name _____
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Division _____
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SS

Please list names and positions of team registrants on an additional sheet.

PAYMENT INSTRUCTIONS:
The full fee is payable in advance.
☐ Payment enclosed.
☐ Bill my company.

PLEASE SEND THE FOLLOWING:
☐ AMA Membership Information.
☐ AMA's Catalog of Courses for Developers and Users of Computer Systems.
☐ Public Sector Catalog.

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NEW! Latest Research Finding on Legality of Microfilm

The Agenda

- ☐ **Systems Considerations of Microfilm in Records Management**
  Twenty-Three Basic Factors Which Control the Use of Microfilm
- ☐ **Basic Concepts of Micrographics**
  Advantages and Limitations of Microfilm • Historical Development • Three Primary Mediums of Storing Information • Terminology • Source Document and Computer Output Microfilming • Microforms: serialized vs. unitized...open and closed roll... microjackets...aperture cards...microfiche...cardjackets • Microformat: Film Size: 16mm, 35mm and 105mm...image orientation: comic vs. cine...Micromode: simplex, duplex, duo and special formats...reduction ratios...Polarity: positive vs. negative
- ☐ **Indexing Microfilm**
  Film Encoded Indexes: six unique methods • Auxiliary Indexes: manual...computer generated • Computer Indexes
- ☐ **The Data/Document Dichotomy: COILS, CAR and CCR**
  Computer Output Index Listings • Computer Assisted Retrieval • Computer Controlled Retrieval
- ☐ **Technology of Micrographics**
  Properties of Light • Optics • Mechanics of Cameras • Film Concepts and Properties • Types of Film: Silver, Diazo, Vesicular and updateable
- ☐ **Legality of Microfilm**
  Four Ways Microfilm Can Be Substituted for the Original Record • Comprehensive Review of Current Federal and State Laws on the Admissibility of Microfilm Records • Special Analysis of Federal Regulatory Authorities and all State Insurance Commissions • Identification of 32 Provisos Upon Which the Acceptance of Microfilm Can Be Conditioned • Procedures for Creating Legally Acceptable Microfilm • Results of Latest Legal Research Study
- ☐ **The Microfilm System**
  Fourteen Vital Elements of All Microfilm Systems—From Preliminary Preparation to Retrieval of the Filmed Record
- ☐ **Implementing a Micrographic Information System**
  Identifying a Project • Defining the User's Needs • Microfilm Education • Developing an Implementation Schedule • Designing the System Flow • Cost/Benefit Analyses • Work Processing Options: service bureau...in-house • Initial Startup • Adding Applications • Performance Evaluation • Quality • User Requirements
- ☐ **Selecting Readers and Reader Printers**
  All Micrographic Systems Require Retrieval Equipment • How Do You Evaluate the Hundreds of Options Available? • Detailed Analysis of the Many Factors Which Must Be Evaluated When Selecting Readers and Reader-Printers • Learn How to Avoid Making Expensive Mistakes
- ☐ **Quality Controls in Micrographics**
  Quality Control Procedures and Form • Standards of Quality: resolution...density... residual thiosulphate
- ☐ **Source Document Microfilm in Records Management**
  Detailed Systems Flow • Equipment: input-cameras, processors and related peripherals...output-readers, reader-printers, and storage systems • Operating Procedures • Legal Documentation • Quality Controls • Case Studies of Successful Source Document Microfilm Systems: roll film...microjackets...aperture cards... cardjackets...microfiche
- ☐ **Computer Output Microfilm in Records Management**
  Concept and Capabilities of Computer Output Microfilm (COM) • Advantages and Limitations • Recording Technologies • Off-Line Versus On-Line • Alphanumeric/ Graphic • Self-Contained Processing • Programming, Mini-Computer Reformatting • Forms Slide
- ☐ **COM Operating Systems**
  Detailed Systems Flow • Equipment: input-cameras, processors and related peripherals...output-readers, reader-printers, and storage systems • Quality Controls • Case Studies of Successful COM Systems
- ☐ **Detailed Case Studies**
  Comprehensive Examples of Implemented Micrographic Systems—Both Successful and Problematic—Profit From the Experiences of Others
- ☐ **Continuing Sources of Information**
  Books...Magazines...Trade Associations...Conventions...Special Publications
- ☐ **Brainstorming Session: Shared Analysis of Individual Problems of Registrants**

This meeting separates the facts from the sales pitches.

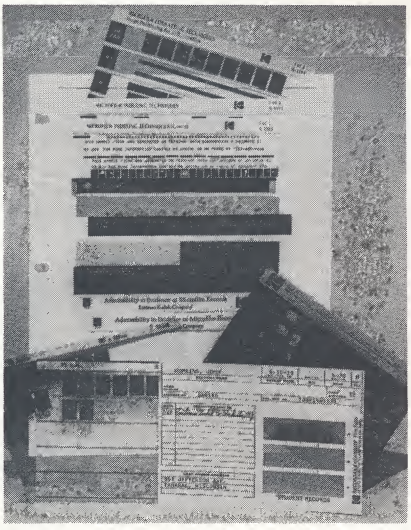
Installing a micrographic system can mean real savings. You can free valuable floor space, free file clerks for other duties — and cut records retrieval time dramatically.

But getting a system that actually pays for *itself* isn't as easy as it looks. The opportunities to make *expensive mistakes* are very real, too.

You'll find out how to make the right decisions.

This course will show you how to choose the system that's right for your particular needs. Specialists in the highly technical micrographics field will answer such questions as —

- How do you determine which file should be microfilmed?
- How do you design a microfilm system?
- How do you select a microfilming process?
- What are the criteria for evaluating microfilm equipment and supplies?
- Is microfilm likely to be legally acceptable at your company as a substitute for the original document?
- How do you insure adequate quality controls?
- How do you evaluate microfilm service bureaus?
- How do you sell the concept of microfilm to your management?
- And how do you decide if COM (Computer Output Microfilm) is right for you?



You'll get a set of sample microforms — free.

They illustrate some of the ways different kinds of documents can be indexed and reduced — for easy storage and fast retrieval.

You'll also get a hefty, hard-working meeting notebook — free.

It's packed with the latest literature on micrographics — and includes such practical tools as flow charts and legality documentation. A great on-the-job reference guide!

Don't miss out on this vital course!

Register today — while the brochure is still in your hands. Just complete and mail the Registration Card inside. Or, for immediate confirmation of your reservation, phone our Registrar in New York City at (212) 246-0800.

Plan now to attend
AMA's all inclusive course on

Microfilm in Records Management

August 12-14/New York
September 15-17/Chicago
October 19-21/Atlanta

Find out how a micrographic system can mean real savings...free valuable floor space...free staff for other duties...dramatically cut records retrieval time. And learn how to choose the system that's right for *your* particular needs!

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